

**Notice of Allowability**

Application No.

09/981,688

Examiner

X L Bautista

Applicant(s)

TANSKANEN ET AL.

Art Unit

2179

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to document filed on 4/22/05.
2. ☒ The allowed claim(s) is/are 1-4,6 and 9-42.
3. ☒ The drawings filed on 17 October 2001 are accepted by the Examiner.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☐ All b) ☐ Some\* c) ☐ None of the:
    1. ☐ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

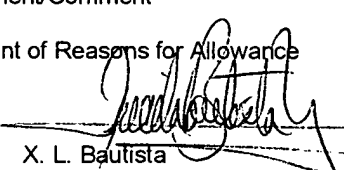
Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
  6. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
    - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
    - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
7. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date \_\_\_\_\_
7. ☐ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_

  
X. L. Bautista  
Primary Examiner  
Art Unit 2179

RD

## DETAILED ACTION

### *Reasons for Allowance*

- I. Claims 1-4, 6 and 9-42 are allowed.
2. The following is an examiner's statement of reasons for allowance:

Independent claims 1, 14, 19, 30, 31 and 36 have been carefully considered. Prior art of record fails to teach a method and system for providing real-time interactive services to users; the system having a graphical user interface and a client for receiving real-time interactive content from an interactive provider server; an interface page that provides information relevant to the interactive content can be personalized and configured by the client to display the information based on preferences of the user of the client; tailoring the real-time interactive content to the transmission and reception capabilities of the client; transferring the tailored real-time interactive content and providing real-time interactive services through the user interface.

*Odom et al* (US 6,058,379) discloses a system and method for networked exchange that provides filtering of bid information according to predefined criteria. Sellers and buyers access the exchange to list items and bid on listed items via client terminals. The real-time exchange occurs over a network and sellers can set the parameters of the exchange and trading is interactive for both the seller and buyer.

*Boushy* (US 5,761,647) discloses a system for tracking customer's gaming and non-gaming activity across affiliated casino properties for use in customer recognition and marketing programs. Automatic bet tracking at slot machines is monitored by a computer. Tracking is accomplished through a card reader associated with the slot machine; customers insert an identity card in the card reader to initiate bet tracking and remove it to terminate bet tracking. Boushy explains that a centralized management system (CMS)

receives customer activity input from the gaming tables, kiosks, customer information centers, and slots; and the customer data accumulated by the CMS is consolidated and available for use at multiple casinos.

*Cheng et al* (US 6,731,314 B1) discloses a computer program and system for providing a browser for a shared network environment. Cheng teaches a rich media object that may be an object for sale by a merchant and a program may accept bids and execute contracts of sale from the users. Each user may reconfigure the rich media object by interacting with it. Cheng teaches a multi-user application known as the Muse Browser, which enables implementation of dynamic updating of Muse Components (executable content) when new versions are available. Cheng explains that third party components can be updated and all downloads of binary components go through a security mechanism based on preferences set by the user of the Muse Browser.

*Goldhaber et al* (US 5,855,008) discloses a system and method for attention brokering and delivering information electronically. Goldhaber explains that attention bidding is a mechanism by which advertisers compete by bidding for a viewer's attention. The bids may be based on estimates of the viewer's interests and likelihood to buy, estimates derived from access to the viewer's electronic profiles detailing preferences and past consuming behavior. Ads are targeted to the consumer's needs, interests, and preferences.

*Odom, Boushy, Cheng, and Goldhaber* fail to teach or suggest that real-time interactive content is personalized according to the user's preference and configured to be provided to the user and transferred to provide real-time interactive services through the user interface according to the transmission and reception capabilities of the client computer.

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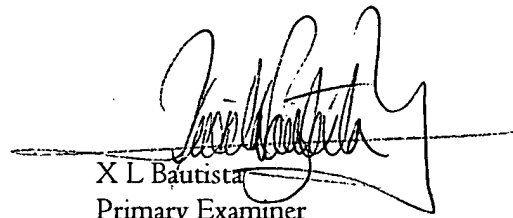
*Conclusion*

3. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to X L Bautista whose telephone number is (571) 272-4132. The examiner can normally be reached on Monday-Thursday 8:00AM-6:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Heather Herndon can be reached on (571) 272-4136. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

5. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

  
X L Bautista  
Primary Examiner  
Art Unit 2179

xlb  
June 9, 2005